

Recording Video with Your iPhone / Cell Phone

If you've got the iPhone 6 or a more recent iPhone running at least iOS 9, you'll be able to super-charge your camera's shooting.

Go to **Settings > Camera**, tap either **Record Video** or **Record Slow-mo**, and select your preferred resolution from the listed options. Keep in mind that the higher the resolution and frame rate, the more space the finished video will take up on your iPhone. For instance:

Standard video recording

- 720p HD at 30fps: 40MB per minute
- 1080p HD at 30fps (default resolution): 60MB per minute
- **1080p HD at 60fps (smoother video): 90MB per minute** *preferred*
- 4K at 24fps: 135MB per minute
- 4K at 30fps: 170MB per minute
- 4K at 60fps: 400MB per minute

Find a quiet place to film. This might seem obvious, but if you're filming in an office or out in public, the sight of a phone might not tip people off to keep the volume down if they're nearby.

Make sure your iPhone has enough storage space. Have you ever experienced the dreaded moment when you were unable to capture a video because you got this pop-up notification?



If this notification pops up while you're filming a video, your phone will stop recording, and you'll have to start over. To prevent this, make sure you have enough space before pressing "record."

Always shoot in ample light—natural is best, but indoor fluorescent is okay, too. Lighting is important for creating mood and emphasizing certain details.

Always shoot in landscape mode. This is the most basic tip, since portrait mode gives you those ugly black borders in your final video clip.



LANDSCAPE

vs

PORTRAIT



Clean your camera lens regularly. Wiping dust or grease away with a microfiber cloth takes literally 10 seconds and doesn't hurt to do.

Don't use the zoom function. The zoom on your iPhone is digital zoom, not optical zoom, which is no good for detail or image quality. Using it will likely make your video look grainy. If you have the iPhone 7 Plus, however, its dual camera lens lets you zoom in a bit more without compromising quality.

Use the exposure lock. The iPhone automatically focuses on the subject in your shot and adjusts to the proper amount of lighting your camera "lets in", or exposure. If you're shooting a video with someone talking, the constant automatic adjustments can make the footage choppy. Use your Auto Exposure/Auto Focus (AE/AF) lock feature by tapping on the screen and holding it until AE/AF box appears. Once it does, the focus is locked and you can adjust exposure by dragging your finger up or down. Both of these keep the video looking consistently sharp.

Put your phone in Airplane mode. This is to avoid getting unnecessary interruptions and sounds from notifications while you're shooting. You can do that in Settings or by swiping up on your screen to bring up the Control Center and hitting the airplane symbol.

Hold it steady. This is extremely important. The first of our iPhone video tips is to keep the phone as steady as possible. The iPhone can take lovely HD footage if it is perfectly still, but if you shake the sensor (move the phone) the image quality begins to degrade. One stabilization trick is resting the phone on a t-shirt or something soft while you hold it on a table top, the ground or any solid surface. Holding your breath during shots can also help minimize shakiness if you are hand-holding the phone on a solid surface. If you can prop it on a surface without holding it that's even better.

Get Close: The bigger your subject in the shot the better. To get the detail, you have to get close.

Learn proper Framing: This goes for all filmmaking. Know what the rule of thirds are? This is a principle in photography, which is generally considered to make shots more appealing to the eye. One can easily visualize this rule by taking a frame and dividing the horizontal piece into three equal sections and dividing the vertical in three equal sections. This creates 9 equal sections. Where these sections meet are four points on the frame. By aligning the central object into these points of the frame (often called the power points), instead of centering the object, you get more aesthetically and professional-looking shots. However, we should note that while we describe this as the RULE of thirds, it might better be used as a guideline.

Never let your subject sit in a swivel chair or one with wheels. It's just natural when you are nervous to fidget. Putting your subject in a chair that moves just makes it more noticeable.